What is claimed is:

1   1.   A system for routing network traffic, comprising:

2   a content traffic governor (CTG);

3   a content switch;

4   a data source;

5   an analysis means that analyzes customer data supplied from the data source;

6 and

7   wherein the content traffic governor (CTG), in conjunction with the analysis

8 means, sets up traffic routing rules at the content switch (CS) thereby providing routing of

9 network traffic based upon the customer data supplied from the data source.

1   2.   The system of claim 1, further comprising:

2   a default web server;

3   wherein the content switch routes network traffic lacking a routing cookie to

4 the default web server.

1   3.   The system of claim 1, further comprising:

2   a first web server for providing premium level service; and

3   a second web server for providing standard level service;

4   wherein the content switch routes network traffic to one of the first web server

5 and the second web server based upon a determination of a service level appropriate for a

6 sender of the network traffic, the determination being based on the customer data.

1   4.   The system of claim 1, wherein:

2   the content traffic governor routes network traffic based upon analyses of at

3 least one of information about a sender of network traffic, a business, a business' customers

4 or relationships underlying any thereof.

1   5.   The system of claim 4, wherein the information about a sender may be

2 determined from at least one of contents of a packet, an HTTP header, a cookie, a URL.

1   6.   The system of claim 1, further comprising a user API, from which
2   customers configure parameters for the content traffic governor.

1   7.   The system of claim 6, wherein the user API may be used to configure
2   at least one of web server names, matching cookie names and values; routing cookie
3   parameters, including name, value, expiration, path, and security type; user ID cookie names
4   and values; C-Insight database table names, and parameters to retrieve client profile data;
5   parameter names and threshold values of client profile database table for generation of
6   routing cookie; and routing table setting.

1   8.   A method for routing network traffic, comprising:
2   determining an identity of a sender of a request;
3   determining a service level based upon the identity;
4   forwarding the request to resources appropriate for servicing requests of the
5   service level; and
6   setting a cookie in a machine sending the request to cause request from that
7   machine to be directed to the appropriate resources.

1   9.   The method of claim 8, further comprising:
2   modifying configuration to change routing for a group of senders of requests.

1   10.   A method for routing network traffic, comprising:
2   receiving a request for content from a client;
3   retrieving a user ID cookie from the request;
4   retrieving a user ID from the user ID cookie; and
5   fetching a routing cookie from the request.

1   11.   The method of claim 10, further comprising:
2   fetching a routing cookie from another source if the request does not contain
3   the routing cookie;
4   redirecting the request to a web server;
5   deleting the user ID cookie; and
6   setting the routing cookie on a client computer source of the request.

1   12.   The method of claim 10, further comprising:

2   retrieving the routing cookie ID from the routing cookie of the request;

3   comparing the routing cookie ID from the routing cookie of the request with

4 the routing cookie ID from the user ID;

5   deleting the user ID cookie at a client computer source of the request if the

6 routing cookie ID from the routing cookie of the request with the routing cookie ID from the

7 user ID are the same, and

8   redirecting the request to a web server based upon the routing cookie ID.

1   13.   The method of claim 12, further comprising:

2   deleting the routing cookie and creating a new routing cookie for the client

3 computer if the routing cookie ID from the routing cookie of the request with the routing

4 cookie ID from the user ID are different.

1   14.   A computer program product, comprising a computer readable storage

2 medium for holding:

3   code that determines an identity of a sender of a request;

4   code that determines a service level based upon the identity;

5   code that forwards the request to resources appropriate for servicing requests

6 of the service level; and

7   code that sets a cookie in a machine sending the request to cause request from

8 that machine to be directed to the appropriate resources.

1   15.   The computer program product of claim 14, further comprising:

2   code that modifies configuration to change routing for a group of senders of

3 requests.

1   16.   A computer program product, comprising a computer readable storage

2 medium for holding:

3   code that receives a request for content from a client;

4   code that retrieves a user ID cookie from the request;

5   code that retrieves a user ID from the user ID cookie; and

6   code that fetches a routing cookie from the request.

1   17.   The computer program product of claim 16, further comprising:

2   code that fetches a routing cookie from another source if the request does not

3   contain the routing cookie;

4   code that redirects the request to a web server;

5   code that deletes the user ID cookie; and

6   code that sets the routing cookie on a client computer source of the request.

1   18.   An apparatus for routing network traffic, comprising:

2   means for determining an identity of a sender of a request;

3   means for determining a service level based upon the identity;

4   means for forwarding the request to resources appropriate for servicing

5   requests of the service level; and

6   means for setting a cookie in a machine sending the request to cause request

7   from that machine to be directed to the appropriate resources.

1   19.   The apparatus of claim 18, further comprising:

2   means for modifying configuration to change routing for a group of senders of

3   requests.

1   20.   An apparatus for routing network traffic, comprising:

2   a processor;

3   a memory; and

4   at least one network interface;

5   wherein said processor is operative to determine an identity of a sender of a

6   request; determine a service level based upon the identity; forward the request to resources

7   appropriate for servicing requests of the service level; and set a cookie in a machine sending

8   the request to cause request from that machine to be directed to the appropriate resources.

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